

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

No. 1539

Washington, D. C.

June 4, 1955

## Morrill Participates in Laboratory Dedication

President George B. Morrill, Jr., Executive Secretary Carlos Campbell, C. A. Greenleaf, and Dr. Ira I. Somers of the N.C.A. Research Laboratories were participants and visitors at the dedication ceremonies formally opening American Can Company's newly built Research and Development Center at Barrington, Ill., May 26. Also attending among the 200-odd visitors from universities and industrial laboratories throughout the country were most of the members of the N.C.A. Scientific Research Committee.

President Morrill participated along with William C. Stolk, president of Canco, and the mayor of Barrington in ribbon-cutting ceremonies opening the doors of the Center. Principal speakers were Secretary of Agriculture Ezra T. Benson and Mr. Stolk.

Among the several program events was an inspection tour of the 104,000-square-foot structure, which includes about 50 specialized laboratories and test areas. The visitors also saw in operation a miniature cannery and food-formulation kitchen, in which the preparation and canning of all types of food products are carried out on a pilot-line basis. Another feature of the new Center is a full-scale pilot can making plant.

## Farm Family 'Level of Living'

Families of farm operators have improved their "level of living" 34 percent since 1945, according to a report by the Agricultural Marketing Service of USDA.

The level of living is measured by an index which is based on four key items—percentages of farms with electricity, with telephones, and with automobiles, and the value of products sold from these farms—adjusted for changes in the purchasing power of the farmer's dollar.

The national index and indexes for states and geographic divisions are compiled and published in a USDA bulletin entitled "Farm-Operator Family Level-of-Living Indexes, for States, 1950 to 1954."

Since 1950 the farm-operator levels of living have continued the upward trend maintained since 1930, the first year for which the indexes are available. The index increased rapidly during 1940-50, a period of marked changes in the country as a whole.

The rate of increase in the index has slackened since 1950 but not at the same rate for all regions. For the country as a whole the index rose from 122 in 1950 to 134 in 1954, an increase of some 10 percent. The in-

(Please turn to page 234)

## 1955 Canners Directory Mailed to Members

Mailing of the 1955 *Canners Directory* was begun this week. First copies were mailed to members of the N.C.A. and to others who have placed advance orders for copies.

Each member firm receives one complimentary copy of the *Directory* and enjoys a special rate of \$1.00 per copy for additional copies requested. The standard paid rate charged non-members is \$2.50 per copy.

The *Directory* carries its usual departments: lists of canners, giving headquarters address, plants and locations and products packed in each; an over-all commodity index; listings of the membership of the Canning Machinery and Supplies Association and the National Food Brokers Association; officers, Directors, committees and staff of the N.C.A.; and officers and business addresses of the state, regional and commodity canners associations and of the distributor, supply and other associations.

Work on the compilation and preparation of the publication has been continuous in the Information Division since February when first data forms were sent out.

Complimentary copies are being sent to the state, regional and commodity association secretaries and to certain of the personnel of the can companies who had given assistance in compilation of the data. Special orders for members of the Canning Machinery and Supplies Association also were filled in the first mailings.

## Wage-Hour Legislation

The House Committee on Education and Labor opened public hearings this week on minimum wage legislation. Representative Barden (N. C.), chairman of the Committee, announced that the hearings will cover only the question of raising the statutory minimum wage and will not include consideration of extending coverage.

Witnesses testifying at the initial hearings were Congressmen who had introduced wage-hour legislation.

The Senate Labor Subcommittee of which Senator Douglas (Ill.) is chairman was scheduled to meet June 3 in executive session for the first time since the hearings.

## Local School Lunch Purchases

Purchases of food from local supplies for the National School Lunch Program will total \$300 million this year, according to estimates by the U. S. Department of Agriculture.

In a statement to the House Committee on Agriculture, Earl L. Butz, Assistant Secretary of Agriculture, recently cited the school lunch program as one of the significant measures now employed in the USDA's "domestic disposal operations."

Of the \$300 million expenditure, the federal cash contribution represents \$69 million. Thus, he explained, for each federal food dollar, an additional \$3 from state and local funds is used to purchase food for school lunches.

Mr. Butz said that the school lunch program "continues to be an important means by which to expand current and future food markets by improving the diets and food habits of our school children." The program reached 11 million children this year, compared with slightly more than 10 million last year.

"The program is teaching children the importance of good diets—and these lessons will affect their food habits in adult life," he said. "Thus, the effect of the school lunch program on agricultural markets will be progressive and cumulative in the years ahead."

## 1954 Exports of Canned Foods and Leading Export Markets

Exports of canned foods in 1954 rose in both volume and value over 1953 exports, on the basis of a report by the Bureau of the Census, U. S. Department of Commerce.

The value of exports of canned fruit and vegetable products rose from about \$63 million in 1953 to about \$75 million in 1954, an increase of 19 percent.

The value of 1954 exports of these products was about a third higher than the 1952 exports, which had totaled \$55 million.

Canned fish products accounted for an additional \$12.5 million in 1954 exports, a decrease of about 10 percent from the \$13.7 million in 1953.

In addition, exports of canned meats and meat products amounted to \$10.9 million, down slightly from the \$11 million exported in 1953.

### INCREASE IN EXPORTS BY COMMODITY

The greatest gain, both in quantity and value, was recorded for canned fruits. However, the export value of canned fruits did not keep pace with the increased volume. The export value of canned vegetables increased more than the volume.

Commodity Group	Increase in Exports in 1954 over 1953	
	Quantity	Value
	(percent)	
Canned vegetables.....	+6	+10
Canned fruits.....	+58	+51
Fruit juices.....	-1	-3
Baby foods.....	+1	+6
Canned fish.....	-14	-8
Canned shellfish.....	-19	-13
Canned meats.....	+4	....

The Bureau of the Census report lists exports by quantity and value for each classification of product and according to country of destination. Copies of the report, known as FT 410, Part I, 1954, are available from Commerce Department field offices.

The statistics do not include shipments to U. S. territories, which are not classified as exports.

On this page is a summary of 1954 exports for each of the classifications of canned fruits, canned vegetables, canned fruit juices, baby foods, canned fish and shellfish, and canned meat products, with comparisons.

On page 233 is a compilation showing the value of 1954 exports to principal markets.

	1953		1954	
	Quantity (pounds)	Value (dollars)	Quantity (pounds)	Value (dollars)
<b>Canned vegetables:</b>				
Asparagus.....	16,010,186	2,789,044	16,038,076	3,313,768
Baked beans, pork and beans.....	5,428,591	590,039	6,102,346	661,570
Corn.....	2,062,090	418,171	3,487,544	912,630
Peas.....	10,778,014	1,459,517	11,492,538	1,565,833
Beans.....	11,088,544	2,163,876	12,567,785	2,402,141
Tomatoes.....	1,612,561	107,416	4,197,293	427,513
Tomato paste and puree.....	22,963,500	3,315,594	23,898,441	3,569,294
Tomato juice.....	34,829,947	3,141,915	34,880,908	3,180,509
Bean sprouts.....	2,348,560	327,333	1,982,911	275,738
Lima beans.....	346,311	38,211	247,074	43,286
Spinach.....	1,170,013	111,270	1,581,908	145,807
Vegetables and juices, n. e. c.....	8,104,442	1,393,586	8,515,751	1,388,155
Pickles.....	5,143,706	697,830	5,902,023	720,484
Catsup, chili sauce, and other tomato sauces.....	27,675,169	3,381,793	26,749,206	3,349,672
<b>Total canned vegetables.....</b>	<b>150,661,614</b>	<b>19,935,901</b>	<b>160,334,650</b>	<b>21,908,300</b>
<b>Canned fruits:</b>				
Grapefruit.....	2,171,924	237,116	7,551,377	894,814
Berries.....	840,241	220,615	719,799	171,630
Apples and sauce.....	912,516	133,714	929,283	146,845
Apricots.....	4,817,788	716,389	12,689,715	1,800,802
Cherries.....	744,700	157,238	633,227	157,238
Prunes and plums.....	612,235	103,031	451,609	70,634
Peaches.....	24,013,075	3,215,167	34,586,621	6,708,086
Pears.....	5,120,819	883,915	9,312,125	1,560,465
Pineapple.....	49,057,365	7,602,927	73,900,598	11,435,476
Fruit cocktail.....	39,224,545	6,655,159	42,799,304	7,510,466
Fruits, n. e. c.....	928,322	159,107	1,042,331	172,367
Jellies and jams.....	1,586,436	430,399	1,328,659	370,738
<b>Total canned fruits.....</b>	<b>130,029,966</b>	<b>20,514,777</b>	<b>205,944,768</b>	<b>31,087,621</b>
<b>Baby foods:</b>				
Meats.....	395,036	220,354	404,276	185,223
Vegetables.....	1,577,637	369,674	1,780,975	467,772
Fruits.....	6,710,046	1,630,691	6,628,553	1,712,246
Custards and puddings.....	135,223	35,936	110,223	29,874
<b>Total baby foods.....</b>	<b>8,816,904</b>	<b>2,256,655</b>	<b>8,924,027</b>	<b>2,395,115</b>
<b>Fruit juices:</b>				
Pineapple juice.....	2,654,112	1,761,427	2,341,843	1,586,000
Grapefruit juice, single-strength.....	4,355,001	2,356,267	5,322,313	2,340,278
Grapefruit juice, conc. (hot-pack).....	47,676	115,624	88,132	207,082
Orange juice, single-strength.....	6,919,656	4,094,279	6,765,749	4,591,892
Orange juice, conc. (hot-pack).....	529,674	1,545,749	755,220	1,993,136
Citrus juices, blended.....	3,353,878	2,130,180	3,249,597	1,897,236
Peach juice and nectar.....	1,026,979	1,109,977	994,332	1,089,931
Pear juice, nectar, and pearade.....	3,010,865	3,221,898	2,892,002	2,536,257
Fruit juices, n. e. c.....	2,515,736	3,073,402	2,369,920	3,109,819
<b>Total fruit juices.....</b>	<b>24,414,177</b>	<b>19,989,773</b>	<b>24,279,108</b>	<b>19,371,751</b>
<b>Canned fish:</b>				
Salmon.....	2,277,048	1,111,583	7,226,653	3,714,859
Sardines in oil.....	773,398	232,839	816,015	216,916
Sardines, other.....	9,183,475	1,987,709	16,440,700	2,843,500
Herring.....	347,760	65,303	37,408	15,738
Tuna.....	366,431	225,453	281,800	252,733
Mackerel.....	3,294,778	909,389	1,487,628	280,848
Fish, n. e. c.....	28,479,176	6,269,738	13,994,330	2,743,709
<b>Total canned fish.....</b>	<b>46,722,072</b>	<b>10,802,014</b>	<b>40,284,054</b>	<b>10,004,372</b>
<b>Canned shellfish:</b>				
Shrimp.....	1,729,178	1,794,589	1,973,419	1,660,972
Crabs.....	20,288	26,783	18,806	21,877
Oysters.....	143,113	134,443	240,076	188,998
Shellfish, n. e. c.....	8,889,502	955,401	6,503,578	657,597
<b>Total canned shellfish.....</b>	<b>10,782,081</b>	<b>2,911,213</b>	<b>8,736,479</b>	<b>2,529,354</b>
<b>Canned meats:</b>				
Beef and veal.....	10,930,773	4,530,340	6,286,881	2,337,698
Hams and shoulders.....	1,296,095	1,071,916	932,424	800,511
Other pork.....	3,002,589	1,994,053	3,445,434	2,392,264
Sausage, prepared sausage meats, bologna, and frankfurters.....	3,475,443	1,734,511	6,413,403	2,892,688
Chicken.....	2,342,350	960,028	3,028,998	1,220,459
Meat and meat products, n. e. c.....	2,269,657	719,250	4,115,788	1,322,602
<b>Total canned meats.....</b>	<b>23,316,913</b>	<b>11,016,098</b>	<b>24,222,928</b>	<b>10,966,222</b>

The initials "n. e. c." stand for "not elsewhere classified."

	Canada	Cuba	Philippine R.	Venezuela	Switzerland	Belgium	West Germany	Panama	Canal Zone	Japan
	(thousands of dollars)									
Canned vegetables:										
Asparagus.....	231	152	131	142	718	222	501	27	8	33
Baked beans, pork and beans.....	331	7	156	16	1	...	...	47	39	...
Corn.....	512	74	32	26	8	5	...	2	14	2
Peas.....	272	421	177	270	29	...	2	55	41	3
Soups.....	47	369	216	204	4	26	3	215	112	30
Tomatoes.....	332	...	12	...	...	...	...	3	5	...
Tomato paste and puree.....	1,188	46	71	1	9	385	32	5	95	312
Tomato juice.....	1,427	1,080	22	23	66	43	24	104	24	21
Snap beans.....	15	53	9	38	5	...	...	11	19	...
Lima beans.....	3	3	4	3	...	...	...	2	3	...
Spinach.....	121	2	...	...	...	...	...	1	2	...
Vegetables and juices, n.e.c.....	429	137	107	196	...	...	16	54	56	9
Pickles.....	388	67	90	38	2	...	...	8	25	17
Catsup and chili sauce.....	663	1,530	303	67	20	9	3	29	49	24
Total canned vegetables.....	5,939	3,941	1,330	1,024	802	690	581	563	492	451

	Canada	U. K.	Belgium	West Germany	Cuba	Sweden	Netherlands	Switzerland	Venezuela	Philippine R.
	(thousands of dollars)									
Canned fruits:										
Grapefruit.....	302	454	1	...	...	...	5	5	...	1
Berries.....	32	...	1	...	10	...	...	4	27	4
Apples and sauce.....	24	...	...	3	30	...	...	...	17	7
Apricots.....	449	637	414	14	1	45	57	7	14	...
Cherries.....	34	...	1	...	8	...	5	...	24	7
Prunes and plums.....	22	...	2	2	6	1	2	...	5	...
Peaches.....	1,160	1,825	617	283	651	484	287	127	188	14
Pears.....	322	1	31	25	494	65	326	13	36	1
Pineapple.....	4,808	1	1,301	1,933	...	1,071	946	696	19	...
Fruit cocktail.....	4,290	6	504	4	761	218	102	247	407	191
Fruits, n.e.c.....	84	1	...	...	10	5	1	...	5	3
Jellies and jams.....	66	...	1	1	69	9	...	1	17	38
Total canned fruits.....	11,593	2,925	2,873	2,285	2,040	1,898	1,731	1,100	750	266

	Canada	Cuba	West Germany	Venezuela	U. K.	Netherlands	Mexico	Panama	N. Antilles	Switzerland
	(thousands of dollars)									
Fruit juices:										
Pineapple juice.....	1,147	2	39	6	...	48	19	16	28	41
Grapefruit juice, single-strength.....	1,516	5	427	6	...	39	6	5	4	29
Grapefruit juice, conc. (hot-pack).....	5	...	5	...	...	23	23	...	...	107
Orange juice, single-strength.....	3,232	4	399	20	1	200	14	4	38	22
Orange juice, conc. (hot-pack).....	306	2	179	23	973	394	4	...	...	37
Citrus juices, blended.....	1,789	...	40	2	...	2	5	...	1	...
Peach juice and nectar.....	10	682	...	139	...	...	79	58	17	...
Pear juice, nectar and pearade.....	13	1,440	...	474	...	...	110	214	117	...
Fruit juices, n.e.c.....	1,722	149	5	338	4	31	258	188	36	...
Total fruit juices.....	9,740	2,284	1,094	1,008	978	737	518	435	241	236

The initials "n.e.c." stand for "not elsewhere classified."

## Green and Wax Bean Stocks

A report on canners' stocks and shipments of canned green and wax beans has been issued by the N.C.A. Division of Statistics. The reports on this commodity now include figures summarizing the pack on a month-by-month basis.

	1953-54	1954-55
	(actual cases)	
Carryover, July 1.....	331,859	2,269,419
Pack to Dec. 31.....	23,896,816	28,773,327
Pack, Jan. 1-May 1.....	n.a.	463,955
Total supply.....	24,228,675	31,506,701
Stocks, May 1.....	3,177,880	7,311,513
Shipments during April.....	1,122,010	2,800,693
Shipments, July 1-May 1.....	21,050,789	24,195,188

n.a.—not available.

## Canners Directory Data Used

The Stanford Research Institute has utilized data published in the N.C.A. *Canners Directory* as the basis for lists and maps, showing the location of canning factories, in its *Western Resources Handbook*.

The Institute has just published new data sheets and maps which list the plant location, firm name, and products packed in California. The handbook is designed to furnish economic data on the 11 western states for the use of businessmen and others.

## Canning Service Dramatized

A special dramatic show illustrating the public service of the canning industry was broadcast May 25 from Milwaukee radio station WISN, the CBS outlet for that station.

The program brought out the many contributions of canning to the public including those of the cannery scientist, the agricultural researcher; the economic advantages, variety, nutrition, and convenience factors of canned foods. Part of the dialog presented these facts on a national basis and part was devoted to Wisconsin's achievements in canning. Data for the program was supplied to the station by the N.C.A. Information Division.

## Better Homes and Gardens

"Try Jiffy Ways for Baked Beans", by Virginia Newman, editorial assistant, is an article appearing in the June issue of *Better Homes and Gardens* magazine. It features canned beans.

The author begins, "Some like beans hot, some like beans cold—but everyone likes baked beans. You'll save time with canned beans. Add your own special blend of brown sugar, catsup, mustard, and bacon or salt pork."

Five recipes are included, using the following canned foods: pork and beans in tomato sauce, kidney beans, lima beans, catsup, and tomatoes. Some of the recipes are shown in black and white photographs.

## American Home

Six full pages of the June issue of *American Home* magazine are devoted to the theme "Good Eating—And the Cookin's Easy!" The first article begins, "Take a can, a jar, or a package, and take it easy." The second feature says, "Good victuals in 20 minutes flat, can to bowl," and the third article says, "Family food takes a hint—and it, too, takes a can, a jar, a package for more easy-on-the-eyes-and-the-cook recipes."

The pages are illustrated with color photographs of the attractively served recipes and interesting drawings in color. The drawings show a housewife opening a can, taking a jar from the shelf, and one emptying a can of food into a skillet.

Canned foods featured in the recipes are anchovies, corn, deviled ham, tomato juice, luncheon meat, pimiento, tuna, tomato sauce, fruit cocktail, pineapple, and pears. All the recipes are in easy to clip and file form.



## Status of Legislation

**Wage-hour legislation**—Senate Labor Subcommittee concluded public hearings on legislation to amend Fair Labor Standards Act May 18 and met in executive session June 3. House Labor Committee opened public hearings May 31 on legislation to increase the minimum wage; coverage and exemptions will not be considered.

**Price supports**—H. R. 12, restoring price supports on basic crops at 90 percent of parity, was passed by House May 5. Senate Agriculture Committee opened public hearings June 1 on price support legislation. Chairman Ellender announced that field hearings will be held in the fall.

**Mexican farm labor program**—H. R. 3822, to authorize continued importation of Mexican nationals for employment in agriculture, was reported, with amendments, by the House Agriculture Committee May 24.

**Sugar**—Revision of the Sugar Act will be the subject of public hearings by the House Agriculture Committee beginning June 22.

**Trip-leasing**—S. 898, to prohibit ICC regulation of the duration of motor carrier leases, will be the subject of public hearings by the Senate Commerce Subcommittee on Surface Transportation beginning June 20.

**Renegotiation**—H. R. 4904, providing a two-year extension of the Renegotiation Act of 1951, was passed by House April 28. Senate Finance Committee will hold public hearings June 7-8.

**Small Business Act**—S. 2127, providing a two-year extension of the Small Business Administration, and increasing the maximum permissible loan from \$150,000 to \$250,000, was reported by Senate Banking Committee June 1.

**Water pollution**—S. 890, to extend and strengthen the Water Pollution Control Act, was approved by a subcommittee of the Senate Public Works Committee June 1 (see INFORMATION LETTER of February 12, page 30).

**FDA codification**—H. R. 6446, to revise, codify, and enact into law Title 21 of the U. S. Code, entitled "Food, Drugs, and Cosmetics," was introduced May 24 by Representative Willis (La.).

**Trade Agreements Act**—H. R. 1 was passed by House Feb. 18 and by Senate, with amendments, May 4. Conference have not reached agreement.

**Philippine Trade Act**—H. R. 6059, was the subject of a public hearing by the House Ways and Means Committee May 16.

**Customs simplification**—H. R. 6040 was the subject of public hearings by the House Ways and Means Committee May 23-24.

**Antitrust suits**—H. R. 4954, providing a uniform statute of limitations for antitrust cases, was passed by House April 26.

**Antitrust penalties**—H. R. 3659, to increase maximum penalties under the Sherman Act, was passed by House March 29.

## Budd Reports on Nuclear Tests

A talk on the recent nuclear testing of canned foods at the Nevada Test Site was given June 1 before the Washington Chapter of the American Public Relations Association by Nelson H. Budd, Director of the Information Division of N.C.A.

Mr. Budd reviewed the importance of canned foods as a weapon in recent wars, pointing out that they were frequently the only source of food and drink for the bombed out population of the European cities, and he explained their importance, measured in quantity, variety, and number of different exposure locations and conditions in the recent civil effects tests. He described the nature of the preparations by the industry planning committee and technical teams for the test of May 5. Using the Federal Civil Defense Administration's location chart, he demonstrated that the canned foods were in about 15 different locations in an area extending from about a third of a mile from the tower where the atomic blast was ex-

ploded to about three miles distant, and under a variety of exposure conditions.

Because of clearance restrictions, his statements on performance of canned foods in the tests were confined to the official announcement by Dr. E. P. Laug, test director, quoted in the INFORMATION LETTER of May 28. Mr. Budd's review of publicity accomplishments included the mention of canned foods in four official press releases and three individual N.C.A. releases, in three TV network shows, dozens of radio news mentions, hundreds of newspaper stories and columns, and four national syndicate releases, including three news photo services.

## Farm Family 'Level of Living'

(Continued from page 231)

dex level of 134 reported for 1954 compares with 132 for the preceding year.

By region, the Northeast and the North Central states show the smallest percentage increase. The South continued to make the greatest gain but still ranks lowest on the index. The West always has ranked highest on the index and shows only moderate gains in 1950-54.

"The indexes do not attempt to measure relative standards of living as between farm and nonfarm families," according to USDA. "Despite substantial increases in the level of living of farm-operator families, the purchasing power of farm families on the average in 1954 was still considerably less than that of the nonfarm family."

## TABLE OF CONTENTS

	PAGE		PAGE
<b>Association Activities</b>		<b>Personnel</b>	
1955 <i>Canners Directory</i> mailed to members	231	Morrill participates in laboratory dedication	231
<b>Congress</b>		Budd reports on nuclear tests	234
Wage-hour legislation	231	<b>Publicity</b>	
Status of legislation	234	Canning service dramatized	233
<b>Foreign Trade</b>		<i>Canners Directory</i> data used	233
1954 exports of canned foods and leading export markets	232	<i>Better Homes and Gardens</i>	233
<b>Marketing</b>		<i>American Home</i>	233
Local school lunch purchases	231	<b>Statistics</b>	
		Farm family 'Level of Living'	231
		Green and wax bean stocks	233